PROGRAM : 97515 PARLIAMENT OCT DEFENSIVE #4 DIRECT
PHASE : A
MAIL CODE : 260
PULL DATE : 08/22/97
RECEIVING VENDOR : F01 FALA DIRECT MARKETING
CUMMULATIVE TOTAL : 189,165

QUANTITY	CELL	CELL DESCRIPTION
96,147	01	PARLIAMENT ACTIVE RESPONDERS
27,244	02	PARLIAMENT NEW/SWITCHED
1,480	03	PARLIAMENT REACTIVATE RESPONDERS, DEF#1,3
4,970	04	ACTIVE RESPONDER, NO BRE TEST
4,991	05	NEW/SWITCHED, NO BRE TEST
500	06	REACTIVATE RESPONDERS, NO BRE TEST
4,978	07	PARLIAMENT MODEL VALIDATION
16,772	08	COMPETITIVE PREVIOUS RESPONDERS, OTHER
15,899	09	COMPETITIVE PREVIOUS RESPONDERS, MENTHOL
5,658	10	PM RESPONDERS, OTHER
559	11	PM RESPONDERS, MENTHOL
4,979	12	COMP/PM VOLUME RESPONDERS, NO BRE TEST
4,988	13	COMPETITIVE MODEL VALIDATION

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Source: https://www.industrydocuments.ucsf.edu/docs/nlmn0004